



Helpful Hints for Making CAP Month a Success

Start by planning early months in advance. That plan should include goals, objectives, activities and tasks, and logistical considerations.

Partners

- Engage the Local Council's board, staff and volunteers in CAP Month planning and activities.
- Make use of other community members for CAP Month planning, such as senior citizens, National Honor Society members, Local Exchange Clubs, Local Council services recipients or other volunteers.
- Collaborate with other community organizations including any local CTF Direct Services grantees to accomplish CAP Month objectives.
- Communicate with other Local Councils to share ideas and receive feedback about plans (and to perhaps collaborate in efforts).

Marketing

- Plan how to utilize pinwheels according to suggested CTF safety guidelines.
- Use Facebook, Twitter and other social media outlets for messaging and promotion of CAP Month activities. Post daily messages.
- Promote Michigan CTF CAP Month themes in all communications and marketing.
- Use PCAA and other official CTF talking points so that communications and messaging are uniform across the state.
- Seek support from local newspaper(s) and/or write an editorial about CAP Month to appear in the local paper during April.
- Seek radio and/or television interview opportunities and use the PCAA and CTF toolkit talking points.

Fundraising

- Partner with local businesses or other organizations to sponsor or host a "Wear Blue Day" when all employees wear blue (whether they work on-site or virtually) in support of CAP Month.
- Use CAP Month as an opportunity for fundraising. See the toolkit fundraising ideas.

Events

- In 2022, all CTF supported CAP Month events may be virtual and/or in-person as per recommended COVID-19 guidelines.
- Plan at least one major CAP Month event.
- Host a professional child maltreatment prevention conference.
- Participate in the CAP Month Child Abuse Prevention Awareness Day event on April 26, 2022.
- Use CAP Month as an opportunity to engage with and educate local and state elected officials about community needs and accomplishments.

Other

- Be practical about what can be accomplished during CAP Month. Don't take on too much. Remember, this month is about educating and increasing awareness of the importance of child abuse and neglect prevention.
- Have fun!